



CORPORATE IDENTITY GUIDE

Logo

Horizontal logo



Vertical logo



Color and Font Styles for the Logo

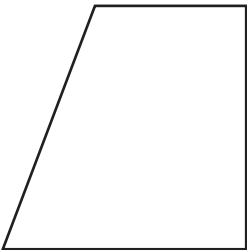
White stripes at the funnel icon should stay white on all materials like digital printing, press and signaling. Please see the instruction for right/wrong usage of the logo.



BLACK



PANTONE 485 C
C.0 M.100 Y.100 K.0
R.237 G.28 B.36

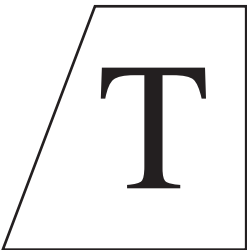


WHITE

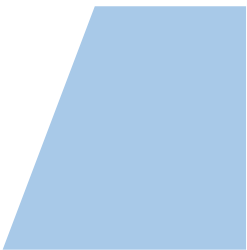


PANTONE 7694 C
C.100 M.56 Y.0 K.47
R.1 G.66 B.106

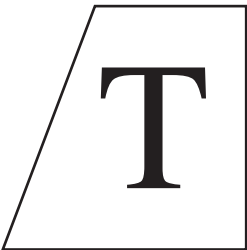
 **BesiktasShipyard**



BRAND FONT
GOTHAM



PANTONE 277 C
C.32 M.8 Y.0 K.0
R.171 G.202 B.233



DIGITAL DOCUMENTS
ARIAL

Logo Usage Rules

Recommended minimum space around the Besiktas Shipyard logo (security area) below should be the height indicated by “X”.



Logo Usage Rules

The minimum use of the Besiktas Shipyard horizontal logo is 3,5 mm.
The minimum use of the Besiktas Shipyard vertical logo is 15 mm.



Right/ Wrong Uses of the Logo

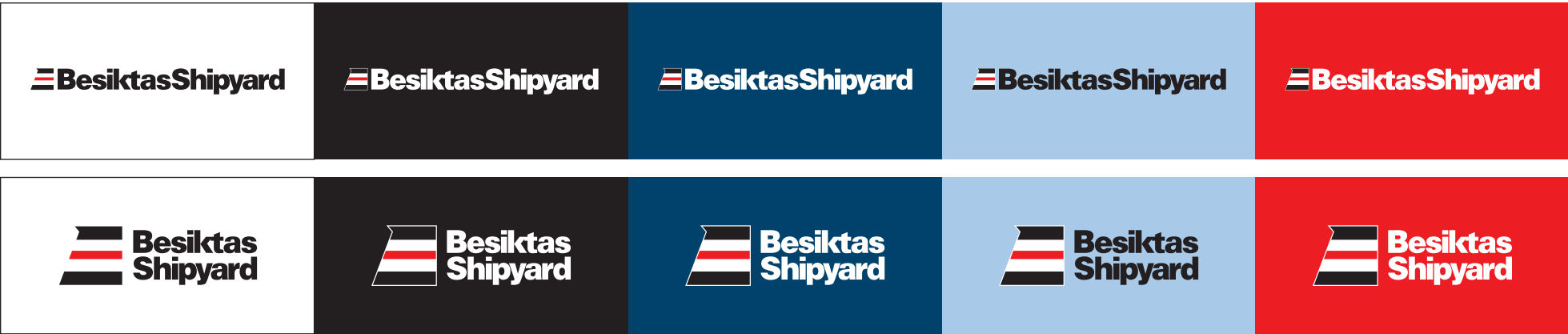
Right Usage of Logo



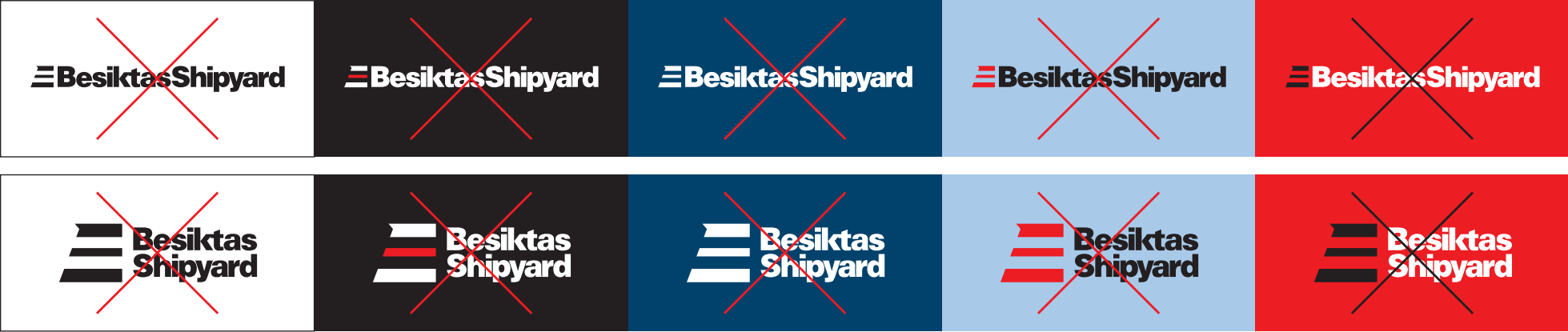
Wrong Usage of Logo



Right Usage of Logo



Yanlış Renk Kullanımı



Font

Should be used at brands corporate materials, announcements, brochures, catalogs, indoor-outdoor prints, website, PPT presentations, social media adaptations, etc. will be used in all studies.

BRAND FONTS G O T H A M

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Font

This font can only be used in digital documents such as mail, microsoft office when official font type can not be used.

D I G I T A L D O C U M E N T S A R I A L

A B C Ç D E F G H I J K L M N O Ö P R S T U Ü X V W Y Z
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REGULAR

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BOLD

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